

2003 - 2004

OKALOOSA COUNTY
SCHOOL BOARD MEETING

SEP 08 2003

School District of Okaloosa County, Florida
Okaloosa County School Board
FORM FOR SUBMITTING AGENDA ITEM

EXHIBIT 03-623

MIS 5235

Meeting Date: September 8, 2003		Agenda Item Number: Discussion #3	
TITLE: Continuance of Lobbying Representation for the School District by Heffley and Associates			
REQUESTED ACTION:		Approval	
SUMMARY EXPLANATION AND BACKGROUND:			
EXHIBITS ATTACHED:			
1. Instructional Program Impact Statement: N/A 2. Staffing Impact Statement: N/A 3. Financial Impact Statement: N/A 4. 5. 6.			
PREPARED BY:		Don Gaetz	
SUPERINTENDENT'S RECOMMENDATION:		Approval	
BOARD ACTION:		SOURCE OF ADDITIONAL INFORMATION:	
<input type="checkbox"/> Approved <input type="checkbox"/> Disapproved <input type="checkbox"/> Other (specify) _____ (For use of official Board Records' office only)		Name: _____ Phone: _____	

School Board Chairperson

Continuation of Representation of Heffley and Associates

Presented by Superintendent Gaetz, as follows:

The Board approves the Superintendent entering into a letter of agreement for the continuation of Heffley and Associates' representation of the district in state regulatory and legislative affairs on terms the same as or similar to the 2002-2003 contract.

The annual fee is approved at \$60,000 to be expended from already appropriated and budgeted funds in the 2003-2004 budget.

Rationale:

Heffley and Associates effectively represented the district during the 2003 regular and special sessions. Their representation was of substantial value in achieving the following results:

- A special exemption granted by the Governor's Office from the participation and deadline requirement for FCAT due to extraordinary illness among Okaloosa students and an allowance for FCAT testing to be made up on a later schedule.

The impact of this action was significant in terms of educational assessment and validity for students, allowing Okaloosa Schools to qualify to compete for school grades, and resulting school recognition funds estimated at more than \$2.5 million.

- Improvement in FTE funding for Okaloosa Schools of \$4 million from the House budget at the conclusion of the regular session to the final budget agreement at the end of special session I.
- Approval by the Commissioner of Education for strategic partnerships with the University of Florida, University of West Florida, and others to bring university-level instruction to Okaloosa high schools.

It is our judgment that similar issues of significance will present themselves during the 2004 session, which will begin with House committee meetings in September, and that quality, ethical representation is vital to district interests.

Heffley & Associates

E-Mail: rich@heffleyassociates.com

420 E. Jefferson Street • Suite 106 • Tallahassee, Florida 32302 • Fax: 850-513-1201 • Phone: 850-513-1200

October 24, 2003

Mr. Don Gaetz
Superintendent of Schools
Okaloosa County Schools
120 S.E. Lowery Place
Fort Walton, Florida 32548

Dear Superintendent Gaetz:

I appreciate your interest in renewing our contract to represent the Okaloosa County Schools. We have enjoyed representing such a worthwhile organization and look forward to working together again in the coming year.

The Okaloosa County Schools will continue to retain Heffley & Associates to perform legislative and executive branch advocacy and governmental relations services on behalf of matters affecting their interest in Florida. Heffley & Associates will utilize our key contacts and vast knowledge of Florida's governmental process to ensure that the Okaloosa County Schools achieves their strategic goals.

This document will serve as our agreement. The term of this agreement is from December 1, 2003 through November 30, 2004. The Okaloosa County Schools will pay Heffley & Associates a sum of \$60,000, payable in two installments of \$30,000. The first payment of \$30,000 is due upon execution of this agreement.

Heffley & Associates shall be reimbursed for all official expenses in relationship to its work for the Okaloosa County Schools.

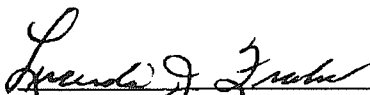
We look forward to building a continuing relationship with you and the Okaloosa County Schools. Should you find this letter agreeable, please sign below and return a copy to our office along with the first payment for services. You can be assured that all services will be performed in a competent and professional manner, in strict conformity with applicable law and with due deference to the preservation of the goodwill and reputation of the Okaloosa County Schools.

If you have any questions please do not hesitate to call me at 850.510.8383 or 850.513-1200. Again, thank you and I look forward to working for you.

Sincerely,



Rich Heffley


Okaloosa County Schools

10-24-03
Date